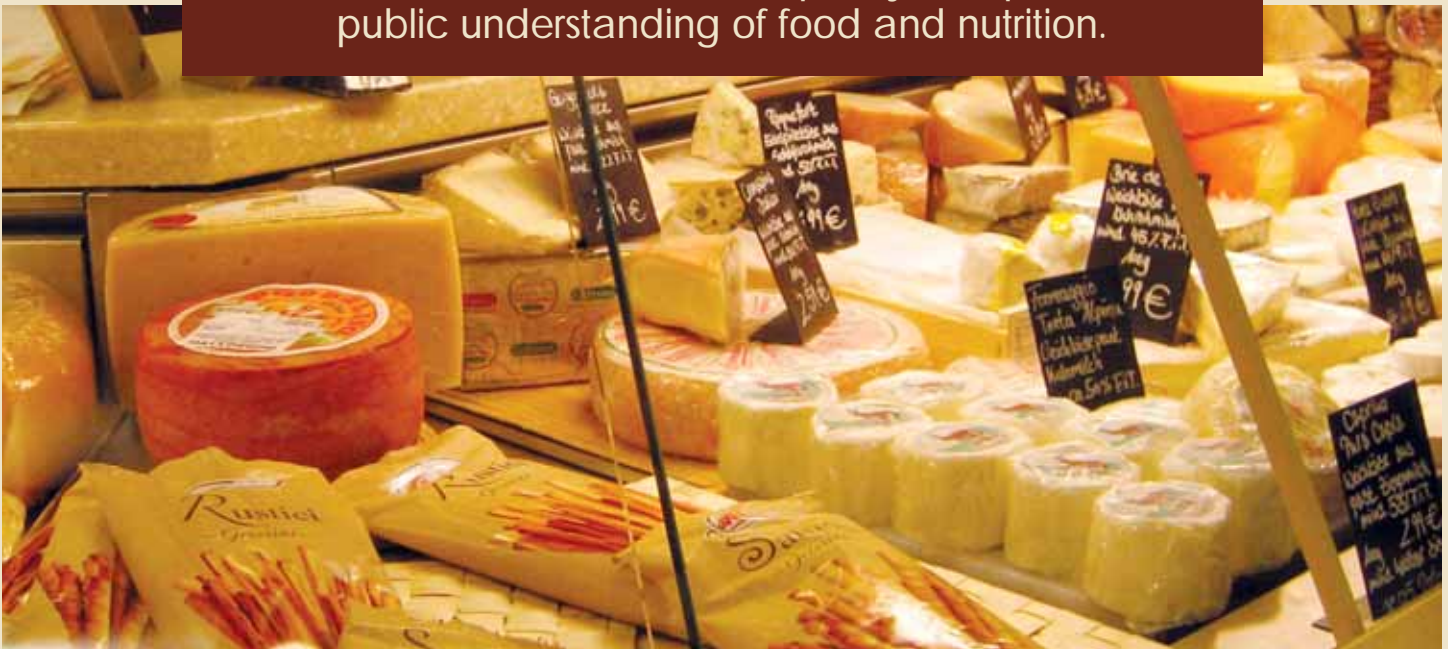


WWW.CCFN.CA



To champion evidence-based solutions to key nutrition issues, advocate for evidence-based nutrition policy and promote public understanding of food and nutrition.



➔ NATIONAL VOICE

➔ STRONG GOVERNANCE

➔ EXPERT ADVICE



MESSAGE FROM THE CHAIR OF THE BOARD

AND THE PRESIDENT & CEO

➔ CCFN Committee on Strategy Builds on Successes



We saw CCFN's first Strategic Plan for 2007-2010 to fruition and polled membership to provide input into the development of our second three-year Strategic Plan for 2010-2013. During the process we revamped our Mission, Vision and Operating Principles to set our trajectory as we move forward in this new economy. All this and more is the result of the work done by our CCFN Committee on Strategy.

Building on the solid foundation set in the Council's first five years, we focused on achieving results on targeted communication. Our target groups for the work we do are multi-sectoral in nature – academia, professionals, government, industry and consumers. We built on the strategy to improve our reach while heightening credibility further. We achieved this through our marketing efforts, partnership on key initiatives and publications in peer-reviewed journals.

We launched a call to action to facilitate greater understanding of food product labels by consumers with release of our Tracking Nutrition Trend 20-Year History Report in October 2009 in conjunction with our annual general meeting. This garnered much attention with astounding pick-up in media outlets across Canada of over 10 million media impressions. This new strategy resulted in an increase of web-stats for a number of indicators measured.

Next, we targeted greater numbers of professionals to participate in CCFN web-casts through partnering with the Canadian Foundation for Dietetic Research (CFDR). The web-cast "Consumers & Sodium: A Pinch of Understanding" attracted over 1,600 people/groups by the multi-sectoral masses of public sector professionals in universities, public health, hospitals, government and in the private sector industry across Canada, North America and world wide. This content will further equip key influencers with the latest state of the science on this complex nutrition issue. Again, furthering our mandate. We look to establish formal strategic alliances with like-minded organizations.

In conjunction with our web-cast, we launched the Watching Brief on Sodium Reduction for professionals plus the Current Perspective Fact Sheet for consumers closing the loop on our strategy to provide evidence-based content to professionals and consumers. Dr. Susan Barr who was commissioned to write this Watching Brief and submitted a manuscript on this topic for publication in the *Applied Physiology, Nutrition and Science Journal* published in February 2010. We have another manuscript in press which was submitted to the *Journal of Education and Behavior*. Dr. David Hammond from the University of Waterloo and Samantha Goodman initiated and analyzed longitudinal data on TNT V VI and VII. These publications continue to bring CCFN's purpose to life – namely "championing evidence-based solutions to key nutrition issues affecting Canadians".

We also took part in Health Canada's consultation process on Food Allergy Labelling. Our CEO co-chaired the Network on Healthy Eating from 2008-2010, has been a member of Health Canada's Sodium Working Group and was selected to become a member of the new Food Regulatory Advisory Committee initiated by Health Canada's Food Directorate. These appointments allow us to be at the table in the advocacy arena which is integral to our purpose. These accomplishments have enabled CCFN to affirm its position as a multi-sectoral trusted voice on the Canadian food and nutrition scene.

With members' ongoing support and commitment and key strategic alignments CCFN will continue to make reliable nutrition matter for the nutritional health of Canadians.

N. Theresa Glanville, PhD, PDI
Chair of the Board

Francy Pillo-Blocka, RD FDC
President & CEO

ACHIEVING PROGRESS ON KEY AREAS FOR POLICY ACTION

2009-10 ACCOMPLISHMENTS

The policy priority areas that were identified by CCFN's members were revised to reflect the changing landscape. These are important to the nutritional health and well-being of Canadians. The Council is undertaking activities to contribute to these areas in a unique, proactive way. The critical pathway of CCFN achievements can be accessed from this link: http://www.ccfn.ca/in_action/new.asp

⇒ CCFN'S PRIORITY AREAS

- ▶ **Sodium** – CCFN continues to participate on Health Canada's Sodium Working Group. We commissioned experts to develop the Watching Brief on Sodium Reduction and Current Perspective fact sheet. We partnered with CFDR on our web-cast called "Consumers and Sodium: A Pinch of Understanding".
- ▶ **Surveillance** – We launched the Tracking Nutrition Trend 20 History Year Report October 2009 which continues to garner interest. We are taking part in an Ethnographic Survey with consumers focusing on their perceptions of food and nutrition and why they make the choices they do. These results will be launched October 22, 2010 at our AGM and Forum. TNT V VI & VII were reanalyzed with a manuscript drafted for publication.
- ▶ **Healthy Eating Behaviour** – We commissioned a key expert to develop the Current Perspective fact sheet on "A Better Way to Eat". We will launch this at our October 22, 2010 AGM and Forum. We plan on developing a series of fact sheets on this theme.
- ▶ **Food Product Labels** – We plan to host the web-cast "Global View on Food Product Labels" again this winter with the International Food Information Organizations. A segment of the Ethnographic Survey is devoted to this topic.
- ▶ **Aspects of Fat in the Diet** – We continue to keep this topic on our priority list due to its importance to Canadians' health. We commissioned a key expert to complete watching briefs and fact sheets on saturated fat and omega-3 fatty acids and aim to host a web-cast on this Heart Month, February 2011.
- ▶ **Peer Reviewed Publications** – The contents of the Watching Brief on Sodium Reduction was published in the *Applied Physiology, Nutrition and Science Journal*. We have a manuscript in press in the *Journal of Education and Behavior* led by Dr. David Hammond and Samantha Goodman from the University of Waterloo reporting on TNT V VI and VII results.
- ▶ **Other - Childhood Nutrition, Fortification, Functional Food, Probiotics** We look to highlight these topics in new information circulars we're planning on developing this year.

⇒ Action on Sodium

▶ Health Canada's Sodium Working Group

CCFN is an invited member of this prestigious group. CCFN has an internal Ad Hoc Committee on Sodium comprised of interested CCFN members. They are kept apprised of key workings of the SWG committee.

▶ Watching Brief & Fact Sheet Completed

CCFN developed the Watching Brief and consumer fact sheet. To access visit http://www.ccfn.ca/in_action/fact_sheets.asp

▶ Web-cast Launch with CFDR

CCFN partnered with CFDR to launch this timely web-cast "Sodium & Consumers: A Pinch of Understanding". It is archived until April, 2011. To access visit <http://www.ccfn.ca/events/podcasts.asp>

⇒ ACTION ON SURVEILLANCE

Ethnographic Survey Partners

CCFN would like to thank the generous partners of our first Ethnographic Survey for their ongoing commitment and support of this important research:

Dairy Farmers of Canada

General Mills Canada Corporation

The Expert Advisory Committee led by CCFN's President and CEO resulted in an exceptionally insightful survey and report. The committee members were:

Anna Farmer PhD RD

Associate Professor
Alberta Institute of Human Nutrition, University of Alberta

Kery Grady-Vincent MSc RD

Program Manager, National Partner Development
Dairy Farmers of Canada

Lou Pasato

Consumer Insights
General Mills Canada Corporation

Mary Sue Waisman RD, MSc

Consultant
All About Food & Nutrition

Research Consultants:

Pierre Bélsisle PhD, Project Lead

Richard Jenkins PhD
President, Jenkins Research Inc.

▶ Tracking Nutrition Trends 20 Year History Report

We launched this much sought-after report at our 5th Annual General Meeting held October 30, 2009.

The TNT 20 Year History Report is still available to purchase. The order form is available at: http://www.ccfn.ca/in_action/trends.asp

▶ Ethnographic Survey

CCFN is undertaking this survey to garner a deeper perspective on consumers' knowledge, attitude and behavior around food and nutrition. These findings will be launched at our annual general meeting October 22, 2010 and will be simultaneously web-cast. For more information visit <http://www.ccfn.ca/events/agm.asp>

This Ethnographic Survey Report will be available to purchase. The order form is available at: http://www.ccfn.ca/in_action/trends.asp

▶ TNT V VI & VII Data Analysis

Dr. David Hammond from the University of Waterloo and Samantha Goodman initiated and analyzed longitudinal data on TNT V VI and VII. This manuscript is in press, was submitted to the *Journal of Education and Behavior*.

➔ Action on "Healthy"

▶ Consumer Perspective on a Better Way to Eat

CCFN commissioned Mary Sue Waisman to draft the first in a series of consumer fact sheets called "A Better Way to Eat". To access visit http://www.ccfm.ca/in_action/fact_sheets.asp

▶ Ethnographic Survey

The expert advisory committee of this survey has devoted a segment of the survey to find out about consumer's perspective and understanding of "healthy food". For more information visit http://www.ccfm.ca/in_action/trends.asp

This Ethnographic Survey Report will be available to purchase. The order form is available at: http://www.ccfm.ca/in_action/trends.asp

➔ Action on Food Product Labels

▶ Call to Action

CCFN launched a Call to Action in conjunction with our AGM October 30, 2009 to focus attention on the need to facilitate consumer understanding of food labels.

▶ Ethnographic Survey

The expert advisory committee of this survey has devoted a segment of the survey to about how consumers use food product labels. For more information visit http://www.ccfm.ca/in_action/trends.asp

This Ethnographic Survey Report will be available to purchase. The order form is available at: http://www.ccfm.ca/in_action/trends.asp

▶ Consultation on Food Allergy Labelling

CCFN participated in this consultation seeking member input following our established review process.

▶ Web-cast on Food Labels

Every two years CCFN, in conjunction with the International Food Information Organizations Network, plans a coordinated web-cast on research findings on consumers' perspectives of food product labels. We will organize this in winter, 2011. For more information visit <http://www.ccfm.ca/events/podcasts.asp>

➔ Action on Aspects of Dietary Fat

CCFN devoted some attention in TNT VII to consumers understanding of fat indicating consumers need clearer information to assist their level of understanding. We kept this as a priority.

▶ Watching Briefs & Fact Sheets

We commissioned Dr. Sheila Innis to draft Watching Briefs on saturated fat and omega-3 fat. Once complete we will have Current Perspective Fact Sheets developed. For more information visit http://www.ccfm.ca/in_action/fact_sheets.asp

▶ Web-cast to Launch Key Findings

We plan on organizing a web-cast for the multi-sectoral masses to launch these materials. For more information visit <http://www.ccfm.ca/events/podcasts.asp>

➔ Action on Peer Reviewed Publications

▶ CCFN has raised the bar further on our standards by aiming to have the work we do published in peer-reviewed journals. We have garnered more success, as noted below.

▶ Dr. Susan Barr was commissioned to write the Watching Brief on Sodium Reduction She submitted a manuscript on this topic to the *Applied Physiology, Nutrition and Science Journal* published in February 2010.

▶ Dr. David Hammond from the University of Waterloo and Samantha Goodman initiated and analyzed longitudinal data on TNT V VI and VII. This manuscript is in press, which was submitted to the *Journal of Education and Behavior*.

➔ Government Advocacy – Contributing to the Dialogue

▶ At the Table of Key Committees

CCFN's CEO is an invited member of Health Canada's Working Group on Sodium and now the Food Directorate's Food Regulatory Advisory Committee. She was co-chair of ONPP's Network on Healthy Eating from 2008-2010.

▶ Participated on Food Allergy Labelling Consultation

We participated in the Food Allergy Labelling consultation by making a submission to the process.

➔ Other Priorities – Childhood Nutrition, Fortification, Functional Food and Probiotics

CCFN is planning a new circular for consumers to address many of our strategic priority areas.

➔ Heightening Member Benefits

▶ **Member Exchange Meetings** – We regularly host Member Exchange Teleconferences including our Annual General Meeting for members.

▶ **Member's Only Website** – This provides members convenient and exclusive access to a multitude of information and resources such as CCFN Headline News Weekly, Monthly Updates, CCFN event presentations and reports, watching briefs, papers and reports on key issues, TNT reports and presentations, government consultation documents and reports, a discussion forum, on-line community and more.

▶ **Exclusive Watching Briefs & Reports** – CCFN commissions key experts to develop these "scientific snapshot" documents on priority issues for members. To date briefs have been developed on Sodium, Vitamin D, Trans Fat, Understanding Fat and Preschooler Obesity Prevention. Reports have been drafted on Trans Fat in Canada and Preschooler Obesity Prevention and "What Constitutes Healthy?". We have made available 2 watching briefs as examples. To view visit: http://www.ccfm.ca/in_action/briefs.asp

▶ **Exposure through Sponsorship** – Members gain exposure through the ability to sponsor meetings, web-casts and research. We have up to 1,650

STRENGTHENING ADVOCACY, COMMUNICATION AND COLLABORATION

2009-2010 ACCOMPLISHMENTS

registrant groups access our web-casts and thousands more view our web-site for information.

- ▶ **Ad Hoc Committee and Think Tank Involvement** – Members provide input and insight on issues and activities via committee participation or through an open dialogue with CCFN staff. Members value networking at closed-door Think Tank meetings with invited professionals, government representatives and key stakeholders.
- ▶ **Timely Key Communications** – CCFN members appreciate timely and exclusive updates on emerging issues such as sodium, Biphenol A, Trans Fat Monitoring, acrylamide, aspartame, food additives and more.
- ▶ **Reliable Referral Base Resource** – Members tell us they value referring inquiries to CCFN from media, the public and professionals.
- ▶ **Strategic Alignments** – CCFN has established connections with government departments, universities, national and international organizations and are the go-to multi-sectoral conduit. These include: University of Toronto, University of Guelph, Ryerson University, University of Alberta, Canadian Foundation for Dietetic Research, Health Canada's Network on Healthy Eating and Working Group on Sodium, International Food Information Organizations, Concerned Children's Advertisers, Canadian Obesity Network and more.

➔ Demonstrating Leadership

- ▶ **Alumni Award Recipient** – CCFN's CEO received this prestigious award from Ryerson University, fall 2009.
- ▶ **Publications** – Had one publication in a peer reviewed journal and another in press this year.
- ▶ **Co-Chair of Network on Healthy Eating** – CCFN CEO co-chairs on this committee with Dr. Hassan Hutchinson, Director General of ONPP.
- ▶ **Acting on Key Issues** – We participate in key consultations.
- ▶ **Advisory Committee Involvement** – CCFN CEO sits on the Canadian Obesity Network board and the International Food Information Organization network committee.
- ▶ **Speaking Engagements** – Invited to present at key meetings. Visit link for details: http://www.ccfn.ca/events/ccfn_speaking.asp
- ▶ **Mentoring of Future Dietitians** - This year accepted trainees from the University of Guelph's MAN Program and University of Western Ontario.
- ▶ **Board & Committee Commitment** – CCFN's multi-sectoral volunteer board and committees are comprised of diverse experts from across Canada. To view members see: http://www.ccfn.ca/about_ccfn/board.asp

➔ New Members

We continue to welcome new prospects who share our vision and purpose. The membership information is available on the website at: www.ccfn.ca/membership/join.asp. Our President & CEO welcomes all inquiries.

➔ A Trusted Media Resource

CCFN's standing as a source of credible information continued to be demonstrated throughout the year, affirming its purpose of promoting public understanding of food and nutrition issues.

- ▶ Media sources, as well as government and professional associations, are regularly seeking the Council's expert advice and referrals to subject-matter experts.
- ▶ During the year, the media sought input from CCFN on the key issues of food and nutrition trends, food labels, eating healthy and more.

➔ Web Metrics are on the Rise

CCFN's website www.CCFN.ca has experienced increased traffic due to our communication strategy. Some of the metrics are up from last year.

- ▶ Total sessions are up by 39% (135, 715)
- ▶ Page views are up by 1% (448,085)
- ▶ Average daily sessions by 40% (370)
- ▶ Average page views by 3% (1,221)
- ▶ Average length per session is the same (over 6 minutes).

The continued support and contribution of CCFN's members, volunteers and other constituents remains invaluable to CCFN's growth. They are the pillars that firmly position the Council as a national voice in advocating for evidence-based nutritional policies.

➔ VISION

To be a catalyst in advancing the nutritional health and well being of Canadians by acting as Canada's multi-sectoral trusted voice for evidence-based food and nutrition policy.

➔ MISSION

To champion evidence-based solutions to key nutrition issues, advocate for evidence-based nutrition policy and promote public understanding of food and nutrition.

➔ OPERATING PRINCIPLES

To be proactive, inclusive, open and transparent in:

- ▶ Advocating for key emerging and strategic issues in food and nutrition,
- ▶ Fostering relevant partnerships with other food, health and nutrition organizations,
- ▶ Communicating between public and private sector partners and key stakeholders and
- ▶ Reevaluating goals and objectives, key measurable and annual tactics for established strategic areas for the strategic priorities.

➔ STRATEGIC DIRECTIONS

- ▶ The priorities are reviewed and proposed annually by CCFN's Ad Hoc Committee on Strategy with input received from membership, then presented and approved by the Board.

CONDENSED FINANCIAL STATEMENTS

➔ Auditor's Report on Condensed Financial Statements

KPMG LLP
Chartered Accountants
Yonge Corporate Centre
4100 Yonge Street Suite 200
Toronto ON M2P 2H3

To the Members of Canadian Council of Food and Nutrition/
Conseil canadien des aliments et de la nutrition

The accompanying condensed statements of financial position, operations and changes in net assets are derived from the complete financial statements of the Canadian Council of Food and Nutrition/Conseil canadien des aliments et de la nutrition as at April 30, 2010 and for the year then ended. In our auditors' report dated June 24, 2010 on the complete financial statements, we expressed an unqualified opinion. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the condensed financial statements.

In our opinion, the accompanying condensed financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These condensed financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these financial statements may not be appropriate for their purposes. For more information on the Council's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.



Chartered Accountants, Licensed Public Accountants

Toronto, Canada
June 24, 2010

➔ Condensed Statement of Financial Position

As at April 30, 2010

	2010	2009
Assets		
Current Assets		
Cash & short-term investments	\$ 408,933	\$ 472,495
Accounts receivable	11,785	9,989
Prepaid expenses	5,046	5,174
	425,764	487,658
Capital assets	10,435	22,630
	\$ 436,199	\$ 510,288
Liabilities and Net Assets		
Current Liabilities		
Accounts payable & accrued liabilities	\$ 12,046	\$ 20,986
Deferred revenue	33,568	123,624
	45,614	144,610
Net Assets		
Invested in Capital assets	10,435	22,630
Unrestricted General Fund	327,000	290,537
Vitamin Class Action Fund	53,150	52,511
	\$ 436,199	\$ 510,288

➔ Condensed Statement of Operations and Changes in Net Assets

Year ended April 30, 2010

	2010	2009
Revenue		
Membership fees	\$ 254,618	\$ 272,859
Grants and contributions	20,250	63,924
Meeting registration fees and sponsorship	4,109	4,021
Interest	2,841	8,901
Research sales	2,517	2,678
	\$ 284,335	\$ 352,383
Operating expenses		
Remuneration and benefits	\$ 133,220	\$ 139,991
General administration	58,812	63,532
Merger and project costs	2,420	2,389
Communications	15,736	25,232
Meetings and reports	49,240	169,065
	259,428	400,209
Excess (deficiency) of revenue over expenses	24,907	(47,826)
Net Assets, beginning of year	365,678	413,504
Net Assets, end of year	\$ 390,585	\$ 365,678

VOLUNTEERS SUPPORT THE ACTIVITIES OF THE COUNCIL

Board of Trustees

CCFN's Board is structured to provide a vital balance on food and nutrition matters. The majority of trustees, including the Chair, must be from the public sector. Board members have been selected from across Canada to provide the mix of expertise and skills required to provide optimal governance. Members of the Board of Trustees collectively govern CCFN and individually lead Standing Committees, together ensuring the success achieved by the Council.

Officers of the Board

Chair (public)

Theresa Glanville PhD PDT

Vice-Chairs

Public Trustee:

Spencer Proctor PhD

Private Trustee:

Wendy Arnott PharmD MBA

Secretary

Paul Boisvert PhD

Treasurer

Sherry Casey

Public Sector Trustees

Paul Boisvert PhD

Coordinator for Educational Activities
Merck Frosst/CIHR Research Chair in Obesity
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Québec, QC

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Faculty of Communication and Culture
University of Calgary
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Professor, Chair of Health & Nutritional Sciences
University of Guelph
Guelph, ON

Sheila Innis PhD RD

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Faculty of Medicine
University of British Columbia
Vancouver, BC

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Associate Professor
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University of Alberta
Edmonton, AB

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Consultant, All About Food & Nutrition
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Toronto, ON

Nathalie Savoie MBA RD

Assistant Director, National Nutrition Programs
Dairy Farmers of Canada
Montréal, QC

Acknowledgements

CCFN acknowledges with thanks the contributions of the following former Trustees and/or committee members:

Mazen Hamadeh PhD

Assistant Professor
School of Kinesiology & Health Science
Faculty of Health
York University
Toronto, ON

Murray McLaughlin PhD

CEO, Sustainable Chemistry Alliance
Tilsonburg, ON

Jeff Patt

Executive Vice President,
Business Excellence
Compass Group Canada
London ON

Morton Satin MSc

Director, Technical & Regulatory Affairs
Salt Institute
Alexandria, VA

Donna Bottrell RD

Director of Nutrition
Compass Group Canada
Mississauga, ON

Standing Committees of the Board

Membership in these four committees is selected based on the expertise required, with at least one member from the public and the private sectors. Participation is available to representatives from all voting member corporations, institutions and non-profit organizations.

Governance Committee

Ensures that procedures and practices are in place to enable good Board governance

Chair

Mary Sue Waisman RD MSc

Mary Alton-Mackey PhD RD

Consultant
Toronto, ON

Jenny Gusba MSc, PhD

Manager, Nutrition Science & Regulatory Affairs
PepsiCo Canada
Mississauga, ON

Sheila Innis PhD RD

Rena Mendelson DSc RD
Professor, School of Nutrition
Ryerson University
Toronto, ON

Jennifer Taylor PhD RD

Policy Committee

Provides the Board with strategic advice on food and nutrition policy issues

Chair

Spencer Proctor PhD

Walid Aldoori MD MPA ScD

Charlene Elliott PhD

Anna Farmer PhD RD
Associate Professor
Alberta Institute of Human Nutrition
University of Alberta
Edmonton, AB

Mazen Hamadeh PhD

Randall Kaplan PhD
Director, Nutrition Science & Regulatory Affairs
PepsiCo Canada
Mississauga, ON

Randy Meltzer

Assistant Director
Food Regulatory Issues Division
Agriculture and Agri-Food Canada
Ottawa, ON

Lisa Mina MBA RD

Executive Director, Marketing
Beef Information Centre
Mississauga, ON

Spencer Proctor PhD

Zak Sabry PhD

Communications Committee

Oversees communications with members and stakeholders on behalf of the Board

Chair

Paul Boisvert PhD

Wendy Arnott MBA PharmD

Kerry Grady-Vincent MSc RD
Program Manager
National Partner Development
Dairy Farmers of Canada
Toronto, ON

Terry Graham PhD

Natalie Pavlenko MA
Account Manager
Faye Clack Communications
Mississauga, ON

Morton Satin MSc

Finance and Audit Committee

Monitors the current fiscal budget and oversees the long-term financial management of the organization

Chair and Treasurer

Sherry Casey

Mary Ann Binnie BASc

Manager
Nutrition & Food Industry Relations
Canadian Pork Council
London, ON

Nathalie Savoie MBA RD

Robert Hunter BSc
Vice President Communications
Canola Council of Canada
Winnipeg, MB

Murray McLaughlin PhD

Accountant

Bruce Sylvester CA
Bruce G. Sylvester & Associates Inc.

* lists current as at August 31, 2010

Our Membership

Organizations that join CCFN believe in our governance framework and our core purpose of having a science-based approach to all food and nutrition policy and information issues. We are pleased to recognize the following organizations that are helping to make reliable nutrition matter in Canada.

↻ Corporate Members

Corporations with a related interest in food and nutrition; public relations and communications firms

Canadian Salt Co. Ltd.
Cantox Health Sciences International
DowAgro Sciences Canada
Faye Clack Communications
General Mills Canada Corp.
Glycemic Index Laboratories Inc.
Kraft Canada
Loblaw Company Limited
McCain Foods Canada
Monsanto Canada
PepsiCo Canada
Pfizer Consumer Healthcare

Acknowledgements

CCFN acknowledges the following supporters whose membership ended in 2010:

ACCE International
Compass Group, Canada
Kellogg Canada Inc.
Len Piché
Lise Smedmor

** lists current as at August 31, 2010*

↻ Non-Profit Association Members

Trade associations; primary-producer associations; and consumer associations

Advertising Standards Canada
Beef Information Centre
Canadian Pork Council
Egg Farmers of Canada
Canadian Sugar Institute
Canadian Turkey Marketing Agency
Canola Council of Canada
Chicken Farmers of Canada
Dairy Farmers of Canada
Salt Institute

↻ Affiliate Members

Health-related associations; and academic and government institutions and organizations

Breakfast for Learning
Heart and Stroke Foundation of Canada

↻ Individual Members

Individuals who work in the public sector and sole proprietor consultants

All About Food and Nutrition Consulting
Marlè Braun de Witt
Sheryl Conrad
Anastasia Dimitrakopoulos
Sheila Tyminski

The Canadian Council of Food and Nutrition (CCFN) is a national, non-profit organization established in 2004 through the union of the mandates of the National Institute of Nutrition and the Canadian Food Information Council. It is uniquely positioned to provide leadership in advocacy and communication on critical food and nutrition issues within Canada.

To be a catalyst in advancing the nutritional health and well being of Canadians by acting as Canada's multi-sectoral trusted voice for evidence-based food and nutrition policy.

To successfully achieve its vision, CCFN is proactive, inclusive, open and transparent in:

- ▶ Advocating for key emerging and strategic issues in food and nutrition,
- ▶ Fostering relevant partnerships with other food, health and nutrition organizations,
- ▶ Communicating between public and private sector partners and key stakeholders and
- ▶ Reevaluating goals and objectives, key measurable and annual tactics for established strategic areas for the strategic priorities.

CCFN's governance model fosters a multi-sectoral approach to issues and ensures that sound science is the foundation of our work. Our Board of Trustees is comprised of key experts from the public and private sectors.

Canadian Council of Food and Nutrition/Conseil canadien des aliments et de la nutrition

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